

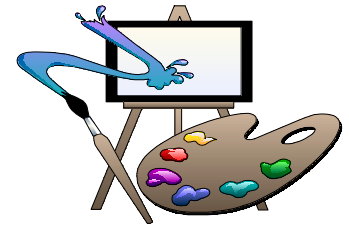


Federal Executive Board Greater Los Angeles

501 West Ocean Boulevard, Suite 3200, Long Beach, CA 90802
(562) 980-3445 Fax: (562) 980-3448 KathreneHansen@Compuserve.com
FEB Web Site www.losangeles.feb.gov

CFC CANVAZ

September 1999



The staff of the Greater Los Angeles Federal Executive Board prepares this publication from information received in the FEB Office and gleaned from public information sources. Please forward input for future issues to CFC CANVAZ, ANDREA WINKLER 300 N. LOS ANGELES ST., MAIL STOP 7000, ROOM 5180, LOS ANGELES, CA 90012. CALL (800) 735 2922 & REQUEST (213)576 3901 FAX: 213 576 3801
andrea.winkler@m1.irs.gov

First CFC Network Meeting: *New National OPM CFC Director Speaks!*

Mara Paternoster's warm personality & compassionate leadership enlivened our August 31, 1999, meeting in the City of Industry, Los Angeles County. After opening remarks, Mara led a breakout group on "Governance of the CFC as related to the OPM, National CFC Committee, FEB, LFCC, & local Cabinet." After lunch, Mara encouraged feedback, as she led an LFCC roundtable discussion on "Putting the FEDERAL back in the CFC."

During her luncheon address, "The Future of the CFC: the View from Washington, D.C.," Mara noted the following:

- ♥ This first network meeting shows excellent FEB leadership & is a model for other FEB's.
- ♥ FEB's should communicate the importance & value of the work CFC does in helping people.
- ♥ Although a record \$206+ million was collected in the last CFC, a 20% participation decline over the last ten years has occurred. Fewer donors now give more.
- ♥ Survey results indicate younger donors want more control over their contributions.
- ♥ In connection with the power of the ASK, if a certain population is more likely to give, let's look at how we ask this group to give, as we network & share ideas.
- ♥ The FEB role in supporting the LFCC's includes holding LFCC training on their fiduciary responsibilities under the CFC Regulations.
- ♥ LFCC & PCFO actions are subject to intense OPM scrutiny.
- ♥ Although the Regulations provide that OPM's decision is final on local eligibility denial appeals, OPM will more closely coordinate with the LFCC's, e.g., overcome language differences in describing services provided to resolve denials.

- ♥ CFC self-assessment is important, e.g., LFCC's should ask about PCFO qualifications, especially after staff changes & should determine if PCFO's are Y2K compliant.
 - ♥ OPM is working to improve retiree access to CFC.
 - ♥ To fulfil campaign participation potential, OPM is exploring technology access & standard donations.
 - ♥ To improve the way we conduct CFC, stress the importance of the personal touch & one-to-one contact, while dealing with any controversy about abuse potential.
 - ♥ We need to better ensure employees have the chance to volunteer for CFC.
 - ♥ By providing more positive information about CFC charities to employees, we build confidence & trust as a basis for giving to CFC.
 - ♥ April, 2000 regional training will be in San Diego.
 - ♥ Communicate the positive aspects of CFC, as a very cost-effective model of workplace giving, the largest such campaign in the U.S., which continues to succeed in supporting thousands of charities.
 - ♥ The Regulations will be opened for review & brochures, made more user-friendly, so employees can locate charities more easily.
 - ♥ At an October 22, 1999, meeting, Mara will discuss CFC & try to obtain more Presidential support.
- Mara carefully listened to audience comments about the need for a closer relationship between Federal volunteer efforts & the CFC. We thank Mara for her significant contribution to the success of our first CFC network meeting!

The Inquiring Campaigner

Question Posed at 8/31/99, Network Meeting: What One or Two Things Can our CFC Network Do to Help Your Local CFC?

Tom Cawthon, Western Riverside County LFCC:

"1. We need help from the various regional (Federal) directors in the L.A. area to reach out to their branch offices in Riverside to 'encourage' participation in the LFCC & CFC in general. 2. Please share local eligibility issues & resolutions, e.g., state-wide presence, etc."

David M. Jones, Orange County LFCC:

"1. Disbursement of Do's & Don't's from other campaigns. 2. Education opportunities for LFCC members."

Elly White, Ventura County LFCC:

"1. Have more sessions. 2. Have conference calls on specific topics (send a list of topics first)."

David Harvey, Western Riverside LFCC:

"Emphasize the importance of senior leadership involvement on LFCC's."

Sue Matta, Ventura County LFCC:

"1. Have more networking sessions like these - very informative. 2. Send out a list of 'brainstorming ideas' for planning the kickoffs, or ways to increase participation."

Demetrius Stevenson, Greater Los Angeles PCFO CFC Director:

"1. Share ideas from other CFC's. 2. Assist with partnership development with local CFC's."

8/31/99, Network Meeting Discussion Summaries

At the 8/31/99, Meeting, reiterated the media publicity & the difficulty of obtaining it; thus CANVAZ is repeating this unique opportunity for free publicity tailored to your local CFC. **Bob Burnett, L.A. CFC** shared: For full-page ads in your local Time &/or Newsweek on a space-available basis, thanking Feds for generously contributing to CFC, contact Tom Link, Media Network, Inc., (203) 967 6496, fax (203) 967 6525.

Sharing

Network participants need for CFC

Governance

Discuss the governance of the CFC as related to the following:

- ▶ Office of Personnel Management (OPM)
- ▶ National CFC Committee
- ▶ Federal Executive Board (FEB)
- ▶ Local Federal Coordinating Committee (LFCC)
- ▶ Campaign Cabinet

Discussion topics may include:

- ▶ What is the role of each governing group or organization?
- ▶ Traditionally, how have these groups or organizations supported the CFC?
- ▶ What is the role of the PCFO?
- ▶ What are the current challenges/opportunities facing CFC that may be addressed by these groups or organizations?
- ▶ What are the successes realized from the support of these groups or organizations?
- ▶ What are current issues facing CFC's?

Notes: Mara Paternoster Reported

- ♥ Federal top management should attach more value to LFCC participation & tie LFCC participation & community service in general to performance measures.
- ♥ Community involvement, like LFCC participation, should be valued as an integral part of Federal agency missions.
- ♥ LFCC's need continuity despite the rotational nature of the job, e.g., two-to-three-year terms help some CFC's.
- ♥ LFCC's need an annual self-assessment.
- ♥ Any ceremonial LFCC functions are ancillary to active roles in areas such as:
 - ♥ PCFO selection & supervision,
 - ♥ budget & fiscal reviews,
 - ♥ local applications, &
 - ♥ PCFO audits.
- ♥ Federal employee representation on the CFC National Committee should be increased.
- ♥ PCFO's & LFCC's need OPM support to review and update some issues.

Marketing

8/31/99, Network Meeting Discussion Summaries continued

Discuss the effectiveness of marketing as it relates to the following:

- ▶ Awareness of CFC among Federal employees
- ▶ Increasing awareness of potential contributors
- ▶ Public awareness of the CFC and Federal employees' contributions to the local community
- ▶ Campaign materials
- ▶ Special events

Discussion topics may include:

- ▶ Are Federal employees generally knowledgeable about the CFC?
- ▶ Is the general public aware of the contributions made by Federal employees to the community?
- ▶ Do you have local marketing goals? If so, what are they?
- ▶ What are some of your past & present marketing strategies?
- ▶ Are campaign materials effective in soliciting new contributions?
- ▶ Are special events effective? Share ideas.
- ▶ What is working & what isn't? What should be done?

Notes: Elly White, Ventura CFC Reported

- ▶ Use signs including billboards, e.g., at picnics, & electronic postings, the more the better.
- ▶ Posters should reflect where the donation goes or what it can buy.
- ▶ Use the Internet and web-pages.
- ▶ Connect with people, one-to-one.
- ▶ When training keyworkers, focus on why you are filling out the pledge card, instead of just how to fill it out. They must know about CFC, including personal stories of how CFC benefits people.
- ▶ A quick sell & being real are crucial, especially to reach Generation X.
- ▶ Less money should go for incentives, using ideas like joint purchasing with other CFC's.
- ▶ Thank employees on large signs & advertise their accomplishments in the local community.
- ▶ Use kickoff door prizes, such as dinners & hotel weekends.
- ▶ Ensure people know CFC money goes to help people.

Participation

Discuss participation in the CFC as it relates to the following:

- ▶ Local CFC participation rates compared to National averages
- ▶ Reasons for giving & not giving
- ▶ Effectiveness of awards & incentives
- ▶ Increased participation

Discussion topics may include:

- ▶ Are Federal employees generally willing to give to the CFC?
- ▶ Why do some employees participate & others do not?
- ▶ Are awards & incentives effective? Do they truly serve a purpose?
- ▶ Does increased marketing & mentoring work?
- ▶ What are some past & current successes?
- ▶ What are some current challenges & opportunities?

Notes: John Scott, Southern Nevada CFC Reported

- ▶ We must counteract the perception that because the economy is better, fewer people need help.
- ▶ Fairs, tours & speakers may increase dollars from current donors, but participation may not increase.
- ▶ Multiple kickoffs reach more employees in a wide geographical area.
- ▶ Use the computer & web sites to reach Generation X.
- ▶ Incentives like pins & mugs are less effective than raffles, which are illegal, in increasing participation. People are more motivated by several expensive raffle prizes, such as a weekend in San Diego with accommodations at a vacant Federal facility. All employees could participate by filling out pledge cards; zero contributions with equal chances of winning could be allowed to attract non-donors to the CFC.
- ▶ If the decline in participation is a generational issue, the use of film and music personalities may help, e.g., a rapper may tell of his impoverished background & how he was helped to succeed, preferably through a CFC organization.

8/31/99, Network Meeting Discussion Summaries continued

- ▶ Eagles & T-shirts may increase dollars but not participation. Generation X needs to get more involved, e.g., hold brochure cover & poster contents for children of Federal employees. Generation X employees have more young children.
- ▶ The CFC Logo doesn't increase participation: it should better explain CFC to non-donors.
- ▶ Fun events (see the Loaned Executive Model Program for ideas) increase participation; be sure to recognize the event workers.
- ▶ OPM should survey high participation campaigns to see what works for them & share the results with all CFC's.

local federal coordinating committee

roundtable: Facilitator Mara Patemaster, OPM

"Putting the **Federal** Back in the Combined Federal Campaign" - opportunities for success & clarification of role & responsibilities of the LFCC"

- ▶ Pick active, rather than ceremonial LFCC chairs.
- ▶ Agency heads should be expected to give to CFC and communicate positively about it, with the message coming down the chain of command from Washington.
- ▶ Advertise broadly.
- ▶ We need better articulation of how CFC affects broad agency missions & less focus on narrow work goals.
- ▶ Union participation is critical, starting with an OPM meeting in Washington. Management support without union support of CFC is not sufficient in many agencies.
- ▶ More appreciation of the significant role & public service performed by Federal employees in American society is needed.
- ▶ Who should acknowledge the generosity of Federal Employees to CFC?

1. FEB - created the Network of 21 CFC's, this meeting, news releases, CANVAZ ideas, & the new **CFC promotional check** shown at the meeting to demonstrate Federal generosity.

2. PCFO - recognition is lacking even when CFC is the largest United Way campaign in a locality; some CFC's

want separate recognition ceremonies, rather than being combined with other United Way campaigns.

3. LFCC - loyalty may be divided because of military base charities competing with CFC.

- ▶ Since employees may want to give where they live & not where they work, CFC's need to invite charities in the outlying commuting area to participate.
- ▶ A national strategy including more nation-wide visibility is needed, e.g., a national spokesperson like Colin Powell & national advertising. The National AD Council & major billboard companies should be involved. National advertising like the NFL (National Football League) ads for United Way should be pursued by OPM.
- ▶ A National CFC Committee web site should have specific stories of how Federal employees have been helped by CFC, for use by local CFC's. Increase the number of Federal employees on the committee.
- ▶ PCFO leaders should not make inappropriate remarks about Federal government at Regional CFC training.
- ▶ Encourage the President to issue an Executive memorandum urging Agency heads to more actively support CFC, as part of the performance expectation of community service by the Senior Executive Service.
- ▶ Examine CFC boundaries to merge smaller CFC's to reduce administrative costs & to eliminate artificial breaks in metropolitan areas.

CANVAZ thanks Sherry Rollman, FEB, for her work on the entire meeting, including the above notes.

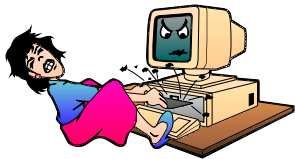
free CFC help!!

Need CFC newspaper ads, billboards, bus signs, banners, local videotapes, etc.?

Contact Darrell Glover of GEICO with your proposal at 301-986-2798, fax 301-986-2888, e-mail dglover@geico.com

CANVAZ **LIBRARY** - From the Internet

Copies of library items are available on request (see masthead & note new e-mail address).



www.nonprofits.org/lib (Internet Nonprofit Center) has "How to Set up a Web Home Page," & "Nonprofits & the World Wide Web."

The former lists places with free space for nonprofits & HTML instruction sources. The latter discusses nonprofit use of the Internet, e.g., publicity, public education, fundraising, & volunteer recruitment.

www.pointsoflight.org/assistance (Points of Light Foundation) has findings from executives surveyed to help you recruit Loaned Executives, Coordinators & Keyworkers from reluctant managers: 74% agree volunteering increased employee productivity; 93% agree that volunteering builds teamwork skills; 94% agree that volunteering improves the image of the organization.

<http://charitychannel.com> (American Philanthropy Review) reviews books like Donor Focused Strategies for Annual Giving by Karla Williams, which covers how to attract donors.

www.philanthropy.com (Chronicle of Philanthropy) is a nonprofit newspaper with information of interest to CFC's.

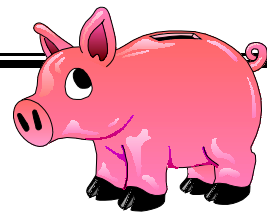
<http://cfc-hawaii.org> (Hawaii-Pacific Area CFC, one of the most successful in the U.S.) has a wealth of resource materials useful to all CFC's, including Frequent Questions & Answers; Generating Publicity; CFC Clipart Files, News Releases to customize, Powerpoint CFC Slides for presentations; Theme Song; & Suggested Giving Guide.

www.northwest.gsa.gov/sfeb (Seattle FEB) has excellent Loaned Executive recruitment materials that can be adapted by other CFC's in the July/August 1999 newsletter.

San Diego CFC Sharing - Regulations Index

During the Network Meeting, National CFC Director **Mara Paternaster** noted the need for more training of LFCC's & PCFO's on the Regulations. Kudos to CFC Director **Jay Gardella**, who provided the enclosed index to facilitate research & training.

CFC Directory is enclosed. Why not network with someone new **today**? Please forward changes to CANVAZ (note new e-mail address on the masthead). We need contact information for **LFCC participants** at the CFC Meeting who were **listed at the PCFO's address** for future mailings.



partner s wanted

To lower costs for the next CFC, many CFC's at the 8/31/99, meeting expressed interest in joint purchasing of brochures, pledge cards, & incentives. If you are interested, please send an e-mail (andrea.winkler@m1.irs.gov) or fax (213 576 3081) by September 30, 1999.